

**CLAIMS:**

1. A method of controlling a TV apparatus, said method comprising:  
storing user specific parameters regarding at least one television program in a network element, said user specific parameters including information identifying a mobile station of said user,

transmitting at least one control message from said network element via a cellular radio system to said mobile station when said at least one television program is being broadcasted, and

transmitting control signals generated from information included in said at least one control message from said mobile station to said TV apparatus in order to control said TV apparatus to customize said broadcasted television program according to the user specific parameters.

2. The method according to claim 1, wherein said network element is configured to transmit control messages to said mobile station when predetermined events occur in said broadcasted television program.

3. The method according to claim 1, wherein said TV apparatus is controlled to display predetermined text TV pages, as such or overlaid.

4. The method according to claim 1, comprising:  
transmitting additional information relating to the program, questions relating to the program or an invitation to participate in betting, lottery, vote or a quiz from said network element to said mobile station before, after or during the broadcasting of said television program.

5. A system comprising:  
a TV apparatus which is responsive to control signals transmitted to said TV apparatus via a wireless connection,

a mobile station of a user, and

a network element which is configured to receive and store user specific parameters regarding at least one television program, said user specific parameters including information identifying the mobile station of said user, and to utilize said user specific parameters in order to generate at least one control message and to transmit said at least one control message via a cellular radio system to said mobile station of said user, when said at least one television program is broadcasted, and

said mobile station is configured to transmit control signals generated from information included in said at least one control message to said TV apparatus via said wireless connection in order to control said TV apparatus to customize said broadcasted television program according to the user specific parameters.

6. The system according to claim 5, wherein said network element is configured to transmit predetermined control messages to said mobile station in response to predetermined events which occur in said television program, said predetermined control messages being selected in order to control the mobile station to transmit control signals to the TV apparatus for controlling said TV apparatus to display predetermined text TV pages, as such or overlaid, when said events occur in the program.

7. A network element comprising:

an interface to a cellular radio system for communicating with mobile stations of said system,

a memory for storing user specific parameters regarding at least one television program, said user specific parameters including information identifying a mobile station of said user, and

a processing unit which is configured to, when said at least one television program is broadcasted, retrieve said user specific parameters from said memory, to utilize said user specific parameters in order to generate at least one control message for controlling said mobile station of said user to transmit predetermined TV apparatus control signals, and to transmit said at least one control message via said interface and said cellular radio system to said mobile station of said user.

8. The network element of claim 7, wherein

said network element further comprises an interface to a television broadcasting system for receiving signals indicating the moments when predetermined events occur in the broadcasted television program, and

said processing unit is responsive to said signals and to said user specific parameters for generating and transmitting control messages via said interface and said cellular radio system.

9. The network element of claim 7, wherein

said network element further comprises a memory for storing additional information relating to said at least one television program, and

said processing unit is configured to retrieve said user specific parameters from said memory, to select additional information from said memory based on said user specific parameters, to generate an additional message containing the selected additional information, and to transmit said additional message via said interface and said cellular radio system to said mobile station of said user before, during or after the broadcasting of said television program.

10. The network element of claim 8, wherein said memory for storing additional information contains additional information relating to betting, voting, a quiz or a lottery.

11. The network element of claim 7, wherein

said network element further comprises a memory for storing program information, and

said processing unit is configured to retrieve program information from said memory and to transmit said retrieved program information via said cellular radio system to a mobile station as a response to a request for program information received from said mobile station.

12. The network element of claim 7, wherein said processing unit is configured to receive, via said cellular radio system, from a mobile station information including user specific parameters for a television program, and to store the received user specific parameters including information identifying the mobile station in said memory.

13. The network element of claim 7, wherein

said network element further comprises a memory containing a list of different TV apparatus models and for each TV apparatus model information defining the control signals for controlling the respective TV apparatus model, and

said processing unit is configured to retrieve the information defining the control signals from said memory for controlling a specific TV apparatus model and to transmit this information via the cellular radio system to a mobile station, as a response to a request from said mobile station.

14. A mobile station of a cellular radio system comprising:

a receiver for receiving a control message from a network element via a cellular radio system,

a processing unit for processing said received control message in order to generate control signals from information included in said control message, and

a transmitter for transmitting said generated control signals via a wireless connection to a TV apparatus.

15. The mobile station of claim 14, further comprising:

a memory containing a list of different TV apparatus models and for each TV apparatus model, information defining the control signals for controlling the respective TV apparatus model, and

a user interface for providing a user of said mobile station with an opportunity to select a TV apparatus model from said list,

said processing unit being configured to retrieve the information corresponding to the TV apparatus model selected by the user from said memory, and to use the retrieved information in said generating of said control signals.

16. A program for controlling a programmable apparatus to:

receive a control message from a cellular radio system,

process said received control message in order to generate control signals from information included in said control message, and

transmit said control signals via a wireless connection to a TV apparatus.